

ORDER



Orders
Order / Rev: 709616
Alt Order #: 06297267
Product Desc: OBAMA SKED A
Estimate: 1671
Flight Dates: 08/25/12 - 08/30/12
Original Date / Rev: 08/24/12 / 08/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	3	\$6,500.00	\$5,525.00
08/27/12	09/02/12	49	\$36,425.00	\$30,961.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$6,500.00	\$5,525.00	0.00
September 2012	49	\$36,425.00	\$30,961.25	0.00
Totals	52	\$42,925.00	\$36,486.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	25%	\$42,925.00
Market	100%	\$171,700.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$1,717.00
WEWS	28%	\$48,076.00
WJW	23%	\$39,491.00
WOIO	23%	\$39,491.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/27/12	08/30/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWT---	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
DAYS-OUR LIVES< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 MTWT--- 4 \$500.00 0.00															
2	WKYC	08/27/12	08/30/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWT---	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
TODAY SHOW III <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 MTWT--- 3 \$250.00 0.00															
3	WKYC	08/27/12	08/30/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWT---	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00

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Advertiser:	Obama/D/President
Product Desc:	OBAMA SKED A
Estimate:	1671

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		4				\$750.00		0.00			
4	WKYC	08/27/12	08/30/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	MTWT---	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		3				\$500.00		0.00			
5	WKYC	08/27/12	08/30/12	Last Call Last Call w/Carson Daly	CM	135a-205a	MTWT---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
C-DALY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		2				\$300.00		0.00			
6	WKYC	08/27/12	08/30/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWT---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		3				\$300.00		0.00			
7	WKYC	08/27/12	08/30/12	M-F 3-4p The Doctors	CM	3p-4p	MTWT---	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		4				\$350.00		0.00			
8	WKYC	08/27/12	08/30/12	Early Today Early Today	CM	4a-430a	MTWT---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		2				\$50.00		0.00			
9	WKYC	08/27/12	08/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWT---	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		3				\$500.00		0.00			
10	WKYC	08/27/12	08/30/12	M-F 430a-5a 430a News	CM	430a-5a	MTWT---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		2				\$175.00		0.00			
11	WKYC	08/27/12	08/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWT---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		1				\$700.00		0.00			
12	WKYC	08/27/12	08/30/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWT---	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		4				\$750.00		0.00			
13	WKYC	08/27/12	08/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWT---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		1				\$1,000.00		0.00			
14	WKYC	08/27/12	08/30/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWT---	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWT---		4				\$1,000.00		0.00			
15	WKYC	08/27/12	08/30/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
ENT TONIGHT 30<															

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WKYC

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15	WKYC	08/27/12	08/30/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---					2	\$1,200.00		0.00			
16	WKYC	08/27/12	08/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWT---	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---					3	\$550.00		0.00			
17	WKYC	08/27/12	08/27/12	Mon Prime A Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$3,500.00		0.00			
18	WKYC	08/25/12	08/25/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
SAT NITE LIVE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$950.00		0.00			
19	WKYC	08/27/12	08/27/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
CRIME STOPERS/ CASH EXPOLSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$500.00		0.00			
20	WKYC	08/26/12	08/26/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$550.00		0.00			
21	WKYC	08/26/12	08/26/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
CAR@NYJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$5,000.00		0.00			
22	WKYC	08/30/12	08/30/12	Browns Football-NFL Ne Browns Football - NFL Net	CM	Browns Football	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V CHI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$7,500.00		0.00			
N23	WKYC	08/28/12	08/30/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	-TWT---	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWT---					1	\$75.00		0.00			
													Totals	52	\$42,925.00